

Application No. 10/724,123
Reply to Office Action of August 27, 2010

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

John S. Hendricks

Serial No.: 10/724,123

Filed: December 1, 2003

For: METHOD AND APPARATUS FOR
SWITCHING TARGETED
ADVERTISEMENTS AT A SET
TOP TERMINAL

Atty.Docket No.: 007412.00794

Group Art Unit: 2421

Examiner: Dominic Saltarelli

Confirmation No.: 9915

AMENDMENT

U.S. Patent and Trademark Office

Mail Stop: Amendment

Randolph Building
401 Dulany Street
Alexandria, VA 22314

Dear Sir:

This paper is in response to the non-final Office Action mailed August 27, 2010; please amend the instant application as follows:

Amendments to the Claims are reflected in the Listing of Claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.

Please charge any fees due or credit any overpayments to Deposit Account No. 19-0733.